

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Jain, et al.

Atty. Docket No.: JP920030093US1

Serial No.: 10/674,312

Group Art Unit: 3609

Filed: September 30, 2003

Examiner: Ahmed, Affaf

For: A METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR  
DYNAMIC MARKETING STRATEGY DEVELOPMENT

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**AMENDMENT UNDER 37 C.F.R. §1.111**

Mail Stop Non-Fee Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

This amendment is in response to the Office Action mailed July 11, 2007, setting a three-month statutory period for response. Therefore, this amendment is timely filed.

Please amend the above-identified patent application as follows: